MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018

BHR3614- HUMAN RESOURCE MANAGEMENT

(B01)

17 MARCH 2018
2.30-5.30 p.m.
(3 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages with 2 sections (excluding this cover page).

2. Section A: Case study questions. Answer **ALL** questions. (40 marks)

3. Section B: Three (3) structured questions. Answer **ALL** questions. (60 marks)

4. Answer all questions from **Section A** and **Section B** in the answer booklet provided.

SECTION A: CASE STUDY QUESTIONS (40 MARKS)

Read the case below and answer all questions in the following page.

Getting Better Applicants

If you ask KK Laundry's Consulting Manager Jen Ko and her father Jak Ko the Founding Manager what the main problem was in running their business, their answer would be quick and short: hiring good people.

KK is a laundry group with six stores located at various residential areas. Each store has a manager assisted by a team of cleaners and ironers. Most of these employees have no more than high school education (often less). However, in a tight market, demand for semi-skilled workers is very competitive. Over a typical weekend, dozens of "help wanted" advertisement for these workers can be found in newspapers. Most of these people change jobs frequently.

Jen Ko and her father are now faced with the continuing task of recruiting qualified workers out of a pool of applicants whom they feel are moving from job to job. Turnover in their stores (as in stores of their competitors) often approaches 400 percent. "Don't talk to me about HR planning and trend analysis", says Jen. "We're having a crisis and I am happy just to be able to find enough applicants to keep the business going".

Source: Dessler, G. & Tan, C.H. (2009) *Human Resource Management: An Asian Perspective, (2nd Edition),* Prentice Hall, Singapore.

Questions:

1. Apart from putting up "help wanted" advertisement in the newspapers, what are other ways that KK Laundry can use in order to attract a larger pool of applicants?

[6 marks]

2. What is the most appropriate selection testing that KK Laundry can use to select suitable applicants for the cleaning and ironing jobs?

[6 marks]

3. What are other selection tests that KK Laundry can adopt in order to screen out turnover-prone applicants?

[20 marks]

4. Once the cleaners and ironers are hired, what can Jen Ko and her father do in order to reduce the turnover in their stores?

[8 marks]

Continued...

SECTION B: STRUCTURED QUESTIONS (60 Marks)
There are THREE (3) structured questions. Answer ALL questions. Each question carries 20 MARKS.

QUESTION ONE

a) What is employee orientation? Provide four **(4)** reasons for having employee orientation in an organization. [10 marks]

b) You are a trainer in your organization. In the course of your work, you regularly receive constructive feedback on your presentation style and training materials.

Identify **five (5)** strategies that you can adopt in order to make learning more meaningful for your training participants.

[10 marks]

QUESTION TWO

You are the Human Resource manager of an online fashion store. More than half of the employees are female. Recently, you discovered that there is a high employee turnover among your female employees, which is largely due to family commitment and seeking for greater work-life balance. Your CEO has instructed you to review the existing services benefits for employees.

Recommend **six (6)** suitable family-friendly and work-life balance benefits that your company can implement to retain the female employees.

[20 marks]

QUESTION THREE

Your company is in the process of setting up an office in Jakarta, Indonesia. As a Human Resource manager, you are responsible for hiring new employees for international operations. You have the options of either selecting local employees or expatriates.

a) What will be your reasons for hiring either i) local employees or ii) expatriates?

[10 marks]

b) If it is not possible to hire local employees or expatriates for your Jakarta office, what are other solutions for international staffing?

[10 marks]

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